

Message Text

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E.O. 11652: N/A
TAGS: BEXP IT
SUBJ: ELECTRONIC COMPONENTS EXHIBITION; FINALREPORT

1. ADVANCED ELECTRONIC COMPONENTS
2. MARCH 24-27, 1975
3. TWENTY-NINE PARTICIPANTS
4. SALES DURING SHOW: \$14,150
5. SALES PROJECTED DURING NEXT 12 MONTHS:
 \$3,616,000 NTM
 \$5,080,000 OTM
6. ONE EXHIBITOR SOUGHT EXREP/DISTRIBUTORS
7. ONE EXREP/DISTRIBUTOR APPOINTED DURING SHOW
8. NO ADD'L EXREP/DISTRIBUTOR TO BE SIGNED DURING NEXT 12 MONTHS.
9. N/A
10. 1241 REGISTERED VISITORS.
11.
 - A. HAMILTON AVNET INT'L CULVER CAL. NTM EXHIBITING COMPLETE AND COMPREHENSIVE LINE OF ELECTRONIC COMPONENTS PROJECTED SALES OF \$1,000,000 DURING NEXT 12 MOS. A. CLAUDIO, GEN.MGR., WROTE: "THE RESOURCES THAT CAN BE ATTAINED BY PARTICIPATION IN U.S. DEPT. OF COMMERCE SPONSORED SHOWS REPRESENT AN INCALCULABLE VALUE IN COMPARISON TO THE EXPENSE. THE PRE-TRADE SHOW PROMOTION AND PUBLICITY, UNDERTAKEN BY THE U.S. DEPARTMENT OF COMMERCE ATTRACTS A SUBSTANTIAL NUMBER OF BUYERS TO THE SHOWS AND IN EACH CASE IN WHICH WE HAVE PARTICIPATED OUR BUSINESS HAS INCREASED AT A TREMENDOUS PACE". (CLEARED)
 - B. MIC CORP. CULVER CITY CAL. NTM EXHIBITING LAMINATED PRINTED

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CIRCUIT BOARDS APPOINTED ONE AGENT FOR ITALY AND EXPECTS TO SELL

\$296,000 DURING THE NEXT 12 MOS. (NOT CLEARED)

C. OPTRON INC. CARROLTON TEXAS OTM EXHIBITING OPTICAL ARRAYS
AND ISOLATORS EXPECT TO SELL \$1,000,000 DURING THE NEXT 12 MOS.
(CLEAREE)

D. CHOMERICS WOBURN MASS. NTM EXHIBITING KEYBOARDS, THERMO-
CONDUCTORS, AND ELECTRO CONDUCTORS EXPECTS SALES OF \$100,000
DURING THE NEXT 12 MOS.; HIS NEWLY APPOINTED ITALIAN AGENT SAID:
"GOOD SHOW, LIKED SIZE AND QUALITY OF VISITORS, GOOD CONTACTS."
(CLEARED)

12. WITH 29 PARTICIPANTS (22 OTM, 7 NTM) REPRESENTING 74 U.S.
FIRMS (55 OTM, 19 NTM) THIS WAS TC'S FIRST FULL SHOW ON THIS
THEME FOR SOME YEARS. DESPITE VARIOUS SIGNS OF RECESSION IN THIS
AND MANY OTHER ITALIAN MARKET SECTORS, VISITORS CAME, 1241 IN
4 DAYS. EXHIBITORS, PREDOMINANTLY LOCAL AGENTS, IGNORING
ALL RECESSIONARY SIGNS, TOOK ORDERS AND IN TOTAL, PROJECTED
SALES OF \$8,696,000 DURING NEXT YEAR. FOR 4-DAY PERIOD,
EXHIBITORS REPORTED TOTAL OF 6,182 GOOD STRONG BUYER CONTACTS.
WITH ONTY 1 NTM COMPANY SEEKING REPRESENTATION MTC BATTED 1000 0/0
WITH 1 AGENT APPOINTED. THIS MTC SHOW WITH AVERAGE 311 TRADE
VISIOTRS PER DAY DEMONSTRATES AGAIN THAT U.S. PRODUCTS, EXPECIALLY
HIGH TECHNOLOGY, CONTINUE TO BE IN HIGH DEMAND.FINA

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